

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David Capper		04/15/2007	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	HASBRO, INC.		
Street Address:	1027 Newport Avenue		
City:	Pawtucket		
State/Country:	RHODE ISLAND		
Postal Code:	02862		
Entity Type:	CORPORATION: RHODE ISLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3202719	MUSIC IN YOUR MOUTH	
CORRESPONDENCE DATA			
Fax Number:	(401)709-6448		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	401-727-5530		
Email:	pvanasse@hasbro.com		
Correspondent Name:	Paul N. Vanasse		
Address Line 1:	1027 Newport Avenue		
Address Line 4:	Pawtucket, RHODE ISLAND 02862		
NAME OF SUBMITTER:	Paul N. Vanasse		
Signature:	/Paul N. Vanasse/		
Date:	12/05/2007		
Total Attachments: 2			
source=DEC5 Trademark Assignment MUSIC IN YOUR MOUTH#page1.tif			

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TRADEMARK
REEL: 003671 FRAME: 0898

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of the 15 day of April, 2007, from David Capper, a United States individual, of 100 Galli Drive, Novato, California (hereinafter referred to as ASSIGNOR) to HASBRO, INC., a corporation organized and existing under the laws of the State of Rhode Island, having its principal place of business located at Pawtucket, Rhode Island (hereinafter referred to as ASSIGNEE),

W I T N E S S E T H:

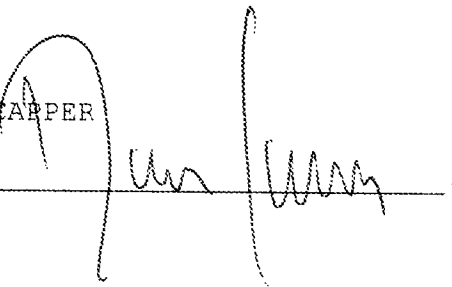
WHEREAS ASSIGNOR is the owner of the trademarks MUSIC IN YOUR MOUTH, (the "Trademark") and of United States Trademark Registration number 3,202,719, duly registered in the United States Patent and Trademark Office on January 23, 2007; and

WHEREAS ASSIGNEE is desirous of acquiring the Trademark, the registration thereof, together with the goodwill of the business with which said Trademark is used.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE all right, title and interest in and to the Trademark and the trademark registration referenced above, together with the goodwill of the business in connection with which said Trademark is used, which is

appurtenant thereto and which is symbolized by said Trademark,
and the right to recover for past infringements of said
Trademark.

DAVID GAPPER

A handwritten signature in dark ink, appearing to read 'David Gapper', is written over a horizontal line. The signature is stylized with a large initial 'D' and a long, sweeping tail.